



## **Case Study – Runners for Life**

**Client:** A shopping mall, located in a prime locality in the central business district (in Bangalore).

### **The Business need**

- Mandate to increase awareness about the mall
- Thereby hoping to increase footfall and sales in the mall

### **The Opportunity**

The promoters of the shopping mall were looking for a customer engagement plan to increase awareness about the mall with a simple, mass-appeal activity.

### **The TFL Business Solution – Runners for Life**

We suggested a course of action, using our niche offering, Runners for Life. It involved:

- A simple format 3km run
- Participants could use the mall as a start point as well as engage with the various brands and stores within the mall, after the run

### **Execution**

- Created hype for the event with a communication exercise via mailers and posters.
- Got the necessary precautions from the traffic / regulatory authorities.
- The run started and ended at the mall. All runners got to take away a little something from all the stores at the mall...from discount coupons to free snacks.
- Got the necessary buy-in from the participating stores within the mall to partner with us and provide prizes / other goodies for all participants.
- Program managed the entire effort and served as the nodal agency for all stakeholders.

### **Results**

- Great participation in spite of a long weekend Sunday morning.
- We were able to engage these runners even after the run, with the other stores.
- Saved bandwidth of all internal stakeholders.
- Generated a database for the mall, to enhance their marketing activities.
- Documented all data in order to benchmark future customer engagement initiatives.